

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Original) A method for providing hair tinting information, comprising:
  - receiving first information representative of at least one state of a subject's hair;
  - receiving second information representative of at least one desired hair tinting result of the subject;
  - providing information relating to a plurality of hair tinting products based on at least the first information and the second information;
  - receiving third information representative of the subject's selection of at least one hair tinting product in the plurality of hair tinting products; and
  - providing information relating to the at least one selected hair tinting product.
2. (Original) The method of claim 1, wherein the receiving first information includes receiving at least one of a subject's natural hair color and a subject's percentage of senescent hair.
3. (Original) The method of claim 2, wherein the first information is received from at least one of a portable measuring device, a touch-screen display, a mouse, and a keyboard.
4. (Currently Amended) The method of claim 2, further comprising:
  - providing a plurality of natural hair color examples,

wherein receiving first information comprises receiving a subject's natural hair color selection corresponding to one of the plurality of natural hair color examples which ~~best~~ most closely corresponds to the subject's natural hair color; and storing the subject's natural hair color selection.

5. (Currently Amended) The method of claim 2, further comprising: providing a plurality of examples of senescent hair percentages, wherein the receiving first information comprises receiving a subject's percentage of senescent hair selection corresponding to one of the plurality of examples of senescent hair percentages which ~~best~~ most closely corresponds to the subject's percentage of senescent hair.

6. (Original) The method of claim 1, further comprising: receiving product information corresponding to the plurality of hair tinting products, wherein the received product information includes at least one of suitability of covering a percentage of senescent hair, natural application base, color effect obtained, color trademark, base shade, shade of highlights, lightening power, bleaching power, tone, product range, and product duration.

7. (Original) The method of claim 6, wherein the product information is received from a local storage medium, including at least one of a hard disk and a solid state memory.

8. (Original) The method of claim 6, wherein the product information is received over a network.

9. (Original) The method of claim 8, wherein the network utilizes at least internet protocol.

10. (Original) The method of claim 6, wherein the product information is representative of products marketed under at least one brand name.

11. (Original) The method of claim 2, further comprising:  
selecting from the plurality of hair tinting products, based on the subject's percentage of senescent hair, a first subset of hair tinting products; and  
selecting from the first subset, based on the subject's natural hair color, a second subset of hair tinting products.

12. (Original) The method of claim 11, wherein the selecting from the first subset comprises:  
selecting at least one of a) hair tinting products having a natural application base corresponding to the subject's natural hair color, and b) hair tinting products which satisfy at least one condition specific to at least one type of color result.

13. (Original) The method of claim 12, wherein the receiving second information includes receiving a desired type of color result by the user, wherein the desired type of color result is selected from attainable types of color result.

14. (Original) The method of claim 13, wherein the attainable types of color result include at least one of lightness, colored shade, and cover senescent hair.

15. (Original) The method of claim 14, wherein the lightness includes at least one of streaks and whole head.

16. (Original) The method of claim 14, wherein the colored shade includes at least one of intense result, natural result, and colored streaks result.

17. (Original) The method of claim 1, wherein the receiving second information includes receiving the desired duration of hair tinting.

18. (Original) The method of claim 17, further comprising:

determining the product durations for at least some of the hair tinting

products; and

selecting hair tinting products having a product duration corresponding to the desired duration.

19. (Original) The method of claim 1, wherein the providing information relating to a plurality of hair tinting products further comprises providing ranges of hair tinting products.

20. (Original) The method of claim 19, wherein the receiving third information representative of the subject's selection further comprises receiving information associated with at least one desired range.

21. (Original) The method of claim 1, further comprising:

receiving a selection of at least one desired range of hair tinting products;

and

providing information relating to the hair tinting products having at least one range corresponding to the at least one desired range.

22. (Original) The method of claim 21, wherein at least one shade is associated with the at least one range.

23. (Original) The method of claim 22, further comprising:

receiving information related to a subject's desired tone;

determining the hair tinting products within the at least one range having a tone corresponding to the desired tone; and

indicating at least one shade which corresponds to the desired tone.

24. (Original) The method of claim 1, further comprising enabling the subject to purchase at least some of the hair tinting products.

25. (Original) The method of claim 1, further comprising offering at least some of the hair tinting products for sale.

26. (Currently Amended) The method of claim 25, wherein the method is performed at least ~~substantially entirely~~ in part at a point of sale for the hair tinting products.

27. (Original) The method of claim 1, wherein the information relating to at least one hair tinting product comprises information relating to at least one of a plurality of products and a plurality of subsets of products.

28. (Withdrawn) A method for providing hair tinting information, comprising:

receiving first information representative of at least a desired type of color result of a subject;

providing at least one type of duration based at least on the first information;

receiving second information representative of a duration chosen from the at least one type of duration;

providing, based on at least the first information and the second information, information relating to a plurality of hair tinting products;

receiving third information representative of the subject's selection of at least one hair tinting product in the plurality of hair tinting products; and

providing information relating to the at least one selected hair tinting product.

29. (Withdrawn) The method of claim 28, further comprising receiving at least one of a subject's natural hair color and a subject's percentage of senescent hair.

30. (Withdrawn) The method of claim 29, further comprising:  
determining attainable types of color result based on the subject's natural hair color, the subject's percentage of senescent hair, and the information relating to a plurality of hair tinting products.

31. (Withdrawn) The method of claim 30, wherein the determining attainable types of color result further comprises:

selecting at least one of a) information relating to hair tinting products having a natural application base corresponding to the subject's natural hair color, and b) information relating to hair tinting products which satisfy at least one condition specific to at least one type of color result.

32. (Withdrawn) The method of claim 30, wherein the desired type of color result is selected from the attainable types of color result.

33. (Withdrawn) The method of claim 30, wherein the attainable types of color result include at least one of lightness, colored shade, and cover senescent hair.

34. (Withdrawn) The method of claim 33, wherein the lightness includes at least one of streaks and whole head.

35. (Withdrawn) The method of claim 30, wherein the colored shade includes at least one of intense result, natural result, and colored streaks result.

36. (Withdrawn) The method of claim 28, wherein the first information is received from at least one of a portable measuring device, a touch-screen display, a mouse, and a keyboard.

37. (Withdrawn) The method of claim 29, further comprising:  
providing a plurality of natural hair color examples;  
receiving a subject's natural hair color selection corresponding to one of the plurality of natural hair color examples which best corresponds to the subject's natural hair color; and

storing the subject's natural hair color selection.

38. (Withdrawn) The method of claim 29, further comprising:  
providing a plurality of examples of senescent hair percentages; and  
receiving a subject's percentage of senescent hair selection  
corresponding to one of the plurality of examples of senescent hair percentages which best corresponds to the subject's percentage of senescent hair.

39. (Withdrawn) The method of claim 28, further comprising:  
receiving product information corresponding to the plurality of hair tinting products, wherein the received product information includes at least one of suitability of covering a percentage of senescent hair, natural application base, color effect obtained, color trademark, base shade, shade of highlights, lightening power, bleaching power, tone, product range, and product's duration.

40. (Withdrawn) The method of claim 39, wherein the product information is received from a local storage medium, including at least one of a hard disk and a solid state memory.

41. (Withdrawn) The method of claim 39, wherein the product information is received over a network.

42. (Withdrawn) The method of claim 41, wherein the network utilizes at least internet protocol.

43. (Withdrawn) The method of claim 39, wherein the product information is representative of products marketed under at least one brand name.

44. (Withdrawn) The method of claim 28, wherein the providing at least one type of duration further comprises:

determining, based on the first information and the information relating to the hair tinting products, the product duration for each hair tinting product; and providing at least one type of product duration for selection by the subject.

45. (Withdrawn) The method of claim 28, wherein the providing information relating to a plurality of hair tinting products further comprises providing ranges associated with the hair tinting products.

46. (Withdrawn) The method of claim 45, wherein the receiving third information representative of the subject's selection further comprises receiving information associated with at least one desired range.

47. (Withdrawn) The method of claim 28, further comprising:  
receiving a selection of at least one desired range of hair tinting products;  
and



providing information relating to the hair tinting products having at least one range corresponding to the at least one desired range.

48. (Withdrawn) The method of claim 47, wherein at least one shade is associated with the at least one range.

49. (Withdrawn) The method of claim 48, further comprising:  
receiving information related to a subject's desired tone;  
determining the hair tinting products within the at least one range having a tone corresponding to the desired tone; and  
indicating at least one shade which corresponds to the desired tone.

50. (Withdrawn) The method of claim 28, further comprising enabling the subject to purchase at least some of the hair tinting products.

51. (Withdrawn) The method of claim 28, further comprising offering at least some of the hair tinting products for sale.

52. (Withdrawn) The method of claim 51, wherein the method is performed at least substantially entirely at a point of sale for the hair tinting products.

53. (Withdrawn) The method of claim 28, wherein the information relating to at least one hair tinting product comprises information relating to at least one of a plurality of products and a plurality of subsets of products.

54. (Withdrawn) A method for providing hair tinting information, comprising:  
receiving first information representative of at least one state of a subject's hair;

receiving second information representative of a duration of a hair tinting result;

providing, based on at least the first information and the second information, information relating to a plurality of hair tinting products;

receiving third information representative of the subject's selection of at least one hair tinting product in the plurality of hair tinting products; and

providing information relating to the at least one selected hair tinting product.

55. (Withdrawn) The method of claim 54, wherein the receiving first information includes receiving at least one of a subject's natural hair color and a subject's percentage of senescent hair.

56. (Withdrawn) The method of claim 55, wherein the first information is received from at least one of a portable measuring device, a touch-screen display, a mouse, and a keyboard.

57. (Withdrawn) The method of claim 55, further comprising:

providing a plurality of natural hair color examples,

wherein the receiving first information comprises receiving a subject's natural hair color selection corresponding to one of the plurality of natural hair color examples which best corresponds to the subject's natural hair color; and

storing the subject's natural hair color selection.

58. (Withdrawn) The method of claim 55, further comprising:

providing a plurality of examples of senescent hair percentages,

wherein the receiving first information comprises receiving a subject's percentage of senescent hair selection corresponding to one of the plurality of examples of senescent hair percentages which best corresponds to the subject's percentage of senescent hair.

59. (Withdrawn) The method of claim 54, further comprising:

receiving product information corresponding to the plurality of hair tinting products, wherein the received product information includes at least one of suitability of covering a percentage of senescent hair, natural application base, color effect obtained, color trademark, base shade, shade of highlights, lightening power, bleaching power, tone, product range, and product duration.

60. (Withdrawn) The method of claim 59, wherein the product information is received from a local storage medium, including at least one of a hard disk and a solid state memory.

61. (Withdrawn) The method of claim 59, wherein the product information is received over a network.

62. (Withdrawn) The method of claim 61, wherein the network utilizes at least internet protocol.

63. (Withdrawn) The method of claim 59, wherein the product information is representative of products marketed under at least one brand name.

64. (Withdrawn) The method of claim 54, further comprising:  
determining, based on the first information and the information relating to the hair tinting products, the product durations for each hair tinting product; and  
providing at least one type of product duration for selection by the subject.

65. (Withdrawn) The method of claim 54, wherein the providing information relating to a plurality of hair tinting products further comprises providing ranges of hair tinting products.

66. (Withdrawn) The method of claim 65, wherein the receiving third information representative of the subject's selection further comprises receiving information associated with at least one desired range.

67. (Withdrawn) The method of claim 54, further comprising:  
receiving a selection of at least one desired range of hair tinting products;  
and  
providing information relating to the hair tinting products having at least one range corresponding to the at least one desired range.

68. (Withdrawn) The method of claim 67, wherein at least one shade is associated with the at least one range.

69. (Withdrawn) The method of claim 68, further comprising:  
receiving information related to a subject's desired tone;  
determining the hair tinting products within the at least one range having a tone corresponding to the desired tone; and

indicating at least one shade which corresponds to the desired tone.

70. (Withdrawn) The method of claim 54, further comprising enabling the subject to purchase at least some of the hair tinting products.

71. (Withdrawn) The method of claim 54, further comprising offering at least some of the hair tinting products for sale.

72. (Withdrawn) The method of claim 71, wherein the method is performed at least substantially entirely at a point of sale for the hair tinting products.

73. (Withdrawn) The method of claim 54, wherein the information relating to at least one hair tinting product comprises information relating to at least one of a plurality of products and a plurality of subsets of products.

74. (Currently Amended) A method for providing hair tinting information, comprising successively:

- receiving first information representative of at least one state of a subject's hair;
- providing, based on at least the first information, at least one type of color result;
- receiving second information representative of a desired type of color result of the subject; and
- providing, based on at least the first information and the second information, information relating to at least one hair tinting product.

75. (Original) The method of claim 74, wherein the receiving first information includes receiving at least one of a subject's natural hair color and a subject's percentage of senescent hair.

76. (Original) The method of claim 75, wherein the first information is received from at least one of a portable measuring device, a touch-screen display, a mouse, and a keyboard.

77. (Currently Amended) The method of claim 75, further comprising:  
providing a plurality of natural hair color examples,

wherein the receiving first information comprises receiving a subject's natural hair color selection corresponding to one of the plurality of natural hair color examples which best most closely corresponds to the subject's natural hair color; and storing the subject's natural hair color selection.

78. (Currently Amended) The method of claim 75, further comprising: providing a plurality of examples of senescent hair percentages; and receiving a subject's percentage of senescent hair selection corresponding to one of the plurality of percentages of senescent hair examples which best most closely corresponds to the subject's percentage of senescent hair.

79. (Original) The method of claim 74, further comprising: receiving product information corresponding to a plurality of hair tinting products, wherein the received product information includes at least one of suitability of covering a percentage of senescent hair, natural application base, color effect obtained, color trademark, base shade, shade of highlights, lightening power, bleaching power, tone, product range, and product duration.

80. (Original) The method of claim 79, wherein the product information is received from a local storage medium, including at least one of a hard disk and a solid state memory.

81. (Original) The method of claim 79, wherein the product information is received over a network.

82. (Original) The method of claim 81, wherein the network utilizes at least internet protocol.

83. (Original) The method of claim 79, wherein the product information is representative of products marketed under at least one brand name.

84. (Original) The method of claim 75, further comprising:  
selecting from a plurality of hair tinting products, based on the subject's percentage of senescent hair, a first subset of hair tinting products; and  
selecting from the first subset, based on the subject's natural hair color, a second subset of hair tinting products.

85. (Original) The method of claim 84 wherein the selecting from the first subset comprises:  
selecting at least one of a) hair tinting products having a natural application base corresponding to the subject's natural hair color, and b) hair tinting products which satisfy at least one condition specific to at least one type of color result.

86. (Original) The method of claim 85, wherein the receiving second information includes receiving a desired type of color result by the user, wherein the desired type of color result is selected from attainable types of color result.

87. (Original) The method of claim 86, wherein the attainable types of color result include at least one of lightness, colored shade, and cover senescent hair.

88. (Original) The method of claim 87, wherein the lightness includes at least one of streaks and whole head.

89. (Original) The method of claim 87, wherein the colored shade includes at least one of intense result, natural result, and colored streaks result.

90. (Original) The method of claim 74, wherein the providing information relating to at least one hair tinting product further comprises determining ranges associated with hair tinting products.

91. (Original) The method of claim 90, further comprising receiving information associated with at least one desired range.

92. (Original) The method of claim 91, wherein the providing information relating to the at least one hair tinting product further comprises providing information relating to the hair tinting products having at least one range corresponding to the at least one desired range.

93. (Original) The method of claim 92, wherein at least one shade is associated with the at least one range.

94. (Original) The method of claim 93, further comprising:  
receiving information related to a subject's desired tone;  
determining the hair tinting products within the at least one range having a tone corresponding to the desired tone; and  
indicating at least one shade which corresponds to the desired tone.

95. (Original) The method of claim 74, further comprising enabling the subject to purchase at least some hair tinting products.

96. (Original) The method of claim 74, further comprising offering at least some hair tinting products for sale.

97. (Currently Amended) The method of claim 96, wherein the method is performed at least ~~substantially entirely~~ in part at a point of sale for the hair tinting products.



98. (Original) The method of claim 74, wherein the information relating to at least one hair tinting product comprises information relating to at least one of a plurality of products and a plurality of subsets of products.

99. (Withdrawn) A method for providing hair tinting advice, comprising:  
receiving first information representative of a subject's percentage of senescent hair;  
receiving second information representative of the subject's natural hair color;  
determining, based on the first information, the second information, and information relating to a set of hair tinting products, attainable types of color result; and  
providing, based on the attainable types of color result and the set of hair tinting products, information relating to at least one hair tinting product.

100. (Withdrawn) The method of claim 99, wherein the method further comprises receiving information representative of a desired type of color result chosen from the attainable types of color result, and wherein the providing is further based on the information representative of a desired type of color result.

101. (Withdrawn) The method of claim 100, wherein the information relating to at least one hair tinting product comprises information relating to ranges of hair tinting products, and wherein the method further comprises receiving a subject's selection of at least one desired range, wherein the desired range provides shades attainable through one of direct application and a prior application of a bleach.

102. (Withdrawn) The method of claim 99, further comprising:

providing, based on the natural hair color, percentage of senescent hair, and the information relating to the set of hair tinting products, information relating to at least one duration, wherein the at least one duration corresponds to a temporal duration associated with the type of color result; and

receiving third information representative of a desired duration chosen from the at least one duration.

103. (Withdrawn) The method of claim 102, wherein the receiving third information representative of a desired duration includes receiving one of a confirmation of a desired duration and a selection of one desired duration from a plurality of durations.

104. (Withdrawn) The method of claim 99, further comprising receiving data representative of the set of hair tinting products, wherein the data includes information representative of the ability to cover senescent hair and the attainable types of color result.

105. (Withdrawn) The method of claim 104, wherein the data representative of the set of hair tinting products includes information representative of a product duration, and at least one of a natural application base, a lightening power, and a bleaching power.

106. (Withdrawn) The method of claim 99, further comprising receiving information representative of a subject's complexion, wherein the providing is further based on the information representative of the subject's complexion.

107. (Withdrawn) The method of claim 99, further comprising selecting, from the set of hair tinting products, a first subset of hair tinting products corresponding to the first information, wherein the selecting is performed using a first filter.

108. (Withdrawn) The method of claim 107, further comprising selecting, from the first subset of hair tinting products, a second subset of hair tinting products corresponding to the second information, wherein the selecting is performed using a second filter.

109. (Withdrawn) The method of claim 107, wherein the first filter selects hair tinting products providing appropriate coverage based on the subject's percentage of senescent hair.

110. (Withdrawn) The method of claim 108, wherein, for each determined attainable type of color result offered, the second filter selects, from the first subset, at least one of: a) information relating to hair tinting products having a natural application base corresponding to the second information, and b) information relating to hair tinting products satisfying at least one condition specific to at least one type of color result.

111. (Withdrawn) The method of claim 99, further comprising providing an attainable type of color result corresponding to blonde hair for the whole head when a condition  $C+Pe+Pd \geq 8$  is satisfied, wherein C represents the subject's natural hair color, Pe represents a lightening power, and Pd represents a bleaching power.

112. (Withdrawn) The method of claim 99, further comprising providing an attainable type of color result corresponding to blonde hair over only a portion of the

hair when the hair tinting product is suitable for application to hair having the same color as the subject's natural hair color.

113. (Withdrawn) The method of claim 99, further comprising providing an attainable type of color result corresponding to hair that is not blonde and having a color that is different from the at least a portion of the subject's natural hair color when the hair tinting product is suitable for application to hair having the same color as the subject's natural hair color.

114. (Withdrawn) The method of claim 99, further comprising providing an attainable type of color result corresponding to shading senescent hair, when the hair tinting product is suitable for application to hair having the same color as the subject's natural hair color.

115. (Withdrawn) The method of claim 108, wherein the information relating to the second subset of hair tinting products comprises at least one duration, and wherein the method comprises providing the at least one duration to the subject.

116. (Withdrawn) The method of claim 115, further comprising selecting, from the second subset of hair tinting products, a third subset of hair tinting products corresponding to a desired duration, wherein the selecting is performed using a third filter.

117. (Withdrawn) The method of claim 116 wherein the set of hair tinting products includes ranges of hair tinting products, and wherein each range includes at least one hair tinting product.

118. (Withdrawn) The method of claim 117, further comprising reading, from at least one of the second subset and the third subset, ranges associated with the information related to the hair tinting products.

119. (Withdrawn) The method of claim 101, further comprising providing shades of the hair tinting products corresponding to the desired range selected by the subject.

120. (Withdrawn) The method of claim 116, further comprising:  
reading, from at least one of the second subset and the third subset, at least one shade associated with the information relating to the at least one hair tinting product, wherein the shade is suitable for the subject's complexion.

121. (Withdrawn) The method of claim 99, further comprising:  
acquiring an image of the subject;  
displaying the image of the subject on a display; and  
overlaying a second image on a portion of the subject's image  
corresponding to the subject's hair, wherein the second image is configured for a)  
comparing the color of the subject's hair with the at least one shade and, b) comparing  
the subject's percentage of senescent hair with at least one example of percentage of  
senescent hair.

122. (Withdrawn) The method of claim 99, further comprising enabling  
the subject to purchase at least some of the hair tinting products.

123. (Withdrawn) The method of claim 99, further comprising offering at  
least some of the hair tinting products for sale.

124. (Withdrawn) The method of claim 123, wherein the method is performed at least substantially entirely at a point of sale for the hair tinting products.

125. (Withdrawn) The method of claim 99, wherein the information relating to at least one hair tinting product comprises information relating to at least one of a plurality of products and a plurality of subsets of products.

126. (Withdrawn) The method of claim 99, wherein the first information and second information are received via an input device and the providing comprises displaying the information relating to at least one product on a display device.

127. (Withdrawn) The method of claim 99, wherein at least the receiving of the second information comprises receiving information obtained via a measurement device.

128. (Withdrawn) The method of claim 99, wherein at least one of the receiving of first information, the receiving of second information, and the providing occurs via a network.

129. (Withdrawn) The method of claim 99, further comprising prompting the subject to compare the subject's hair with one of a plurality of color swatches representing natural hair color and a plurality of color swatches representing percentages of senescent hair.

130. (Withdrawn) An apparatus for providing hair tinting information, comprising  
a data processor; and

a memory functionally coupled to the data processor, wherein the memory stores information relating to a set hair tinting products and instructions to be executed by the data processor, for:

receiving first information representative of a subject's percentage of senescent hair;

receiving second information representative of the subject's natural hair color;

determining, based on the first information, the second information, and information relating to a set of hair tinting products, attainable types of color results; and

providing, based on the attainable types of color results and the set of hair tinting products, information relating to at least one hair tinting product.

131. (Withdrawn) The apparatus of claim 130, further comprising a display functionally coupled to the data processor.

132. (Withdrawn) The apparatus of claim 130, further comprising an input device functionally coupled to the data processor.

133. (Withdrawn) The apparatus of claim 130, wherein the input device is at least one of a keyboard, a mouse, and a measuring device.

134. (Withdrawn) The apparatus of claim 133, wherein the measuring device is a portable instrument for measuring a subject's hair color.

135. (Withdrawn) The apparatus of claim 131, wherein the display is a touch screen display configured to receive input commands.

136. (Withdrawn) The apparatus of claim 130, further comprising a network interface functionally coupled to the data processor and a network.

137. (Withdrawn) The apparatus of claim 131, further comprising a support structure which supports the data processor and the display.

138. (Withdrawn) The apparatus of claim 130, further comprising additional instructions stored in memory, to be executed by the data processor, for receiving information representative of a desired color result chosen from the attainable types of color results, and wherein the providing is further based on the information representative of a desired color result.

139. (Withdrawn) The apparatus of claim 130, wherein the information relating to at least one hair tinting product comprises information relating to ranges of hair tinting products, and wherein the apparatus further comprises additional instructions stored in memory executed by the data processor, for receiving a subject's selection of at least one desired range, wherein the desired range provides shades attainable through one of direct application and a prior application of a bleach.

140. (Withdrawn) The apparatus of claim 130, further comprising additional instructions to be executed by the data processor for:

providing, based on the natural hair color, percentage of senescent hair, and the information relating to the set of hair tinting products, information relating to at least one duration, wherein the at least one duration corresponds to a temporal duration of the color result; and

receiving third information representative of a desired duration chosen from the at least one duration.

141. (Withdrawn) The apparatus of claim 140, wherein the receiving third information representative of a desired duration includes receiving one of a



confirmation of a desired duration and a selection of one desired duration from a plurality of durations.

142. (Withdrawn) The apparatus of claim 130, further comprising additional instructions to be executed by the data processor for receiving data representative of the set of hair tinting products, wherein the data includes information representative of the ability to cover senescent hairs and the attainable types of color result.

143. (Withdrawn) The apparatus of claim 142, wherein the data representative of the set of hair tinting products includes information representative of a product duration, and at least one of a natural application base, a lightening power, and a bleaching power.

144. (Withdrawn) The apparatus of claim 130, further comprising additional instructions to be executed by the data processor for receiving information representative of a subject's complexion, wherein the providing is further based on the information representative of the subject's complexion.

145. (Withdrawn) The apparatus of claim 130, further comprising additional instructions to be executed by the data processor for selecting, from the set of hair tinting products, a first subset of hair tinting products corresponding to the first information, wherein the selecting is performed using a first filter.

146. (Withdrawn) The apparatus of claim 145, further comprising additional instructions to be executed by the data processor for selecting, from the first subset of hair tinting products, a second subset of hair tinting products corresponding to the second information, wherein the selecting is performed using a second filter.

147. (Withdrawn) The apparatus of claim 145, wherein the first filter selects hair tinting products providing appropriate coverage based on the subject's percentage of senescent hair.

148. (Withdrawn) The apparatus of claim 146, wherein, for each determined attainable type of color result offered, the second filter selects, from the first subset, at least one of: a) information relating to hair tinting products having a natural application base corresponding to the second information, and b) information relating to hair tinting products satisfying a condition specific to types of color result.

149. (Withdrawn) The apparatus of claim 130, further comprising providing an attainable type of color result corresponding to blonde hair for the whole head when a condition  $C + Pe + Pd \geq 8$  is satisfied, wherein C represents the subject's natural hair color, Pe represents a lightening power, and Pd represents a bleaching power.

150. (Withdrawn) The apparatus of claim 130, further comprising additional instructions for execution on the data processor for providing an attainable type of color result corresponding to blonde hair over only a portion of the hair when the hair tinting product is suitable for application to hair having the same color as the subject's natural hair color.

151. (Withdrawn) The apparatus of claim 130, further comprising additional instructions for execution on the data processor for providing an attainable type of color result corresponding to hair that is not blonde and having a color that is different from the at least a portion of the subject's natural hair color when the hair

tinging product is suitable for application to hair having the same color as the subject's natural hair color.

152. (Withdrawn) The apparatus of claim 130, further comprising providing an attainable type of color result corresponding to shading senescent hair, when the hair tinting product is suitable for application to hair having the same color as the subject's natural hair color.

153. (Withdrawn) The apparatus of claim 146, wherein the information relating to the second subset of hair tinting products comprises at least one duration, and wherein the method comprises providing the at least one duration to the subject.

154. (Withdrawn) The apparatus of claim 153, further comprising additional instructions for execution on the data processor for selecting, from the second subset of hair tinting products, a third subset of hair tinting products corresponding to a desired duration, wherein the selecting is performed using a third filter.

155. (Withdrawn) The apparatus of claim 154 wherein the set of hair tinting products includes ranges of hair tinting products, and wherein each range includes at least one hair tinting product.

156. (Withdrawn) The apparatus of claim 155, further comprising additional instructions for execution on the data processor for reading, from at least one of the second subset and the third subset, ranges associated with the hair tinting products.

157. (Withdrawn) The apparatus of claim 139, further comprising additional instructions for execution on the data processor for providing shades of the hair tinting products corresponding to the desired range selected by the subject.

158. (Withdrawn) The apparatus of claim 154, further comprising additional instructions for execution on the data processor for:  
  
reading, from at least one of the second subset and the third subset, at least one shade associated with the information relating to the at least one hair tinting product, wherein the shade is suitable for the subject's complexion.

159. (Withdrawn) The apparatus of claim 132, further comprising:  
  
an image acquisition device for capturing an image of the subject for displaying on the display.

160. (Withdrawn) The apparatus of claim 159, wherein said image acquisition device comprises a camera.

161. (Withdrawn) The apparatus of claim 159, further comprising additional instructions for execution on the data processor for overlaying a second image on a portion of the subject's image corresponding to the subject's hair, wherein the second image is configured for a) comparing the color of the subject's hair with the at least one shade and, b) comparing the subject's percentage of senescent hair with at least one example of percentage of senescent hair.

162. (Withdrawn) The apparatus of claim 130, further comprising additional instructions for execution on the data processor for enabling the subject to purchase at least some of the hair tinting products.

163. (Withdrawn) The apparatus of claim 130, further comprising additional instructions for execution on the data processor for offering at least some of the hair tinting products for sale.

164. (Withdrawn) The apparatus of claim 130, wherein the apparatus operates at least substantially entirely at a point of sale for the hair tinting products.

165. (Withdrawn) The apparatus of claim 130, wherein the information relating to at least one hair tinting product comprises information relating to at least one of a plurality of products and a plurality of subsets of products.

166. (Withdrawn) The apparatus of claim 130, wherein the first information and second information are received via an input device and the providing comprises displaying the information relating to at least one product on a display device.

167. (Withdrawn) The method of claim 130, wherein at least the receiving of the second information comprises receiving information obtained via a measurement device.

168. (Withdrawn) The apparatus of claim 130, wherein at least one of the receiving of first information, the receiving of second information, and the providing occurs via a network.

169. (Withdrawn) The apparatus of claim 130, further comprising additional instructions for execution on the data processor for prompting the subject to compare the subject's hair with one of a plurality of color swatches representing natural hair color and a plurality of color swatches representing percentages of senescent hair.

170. (Withdrawn) The apparatus of claim 130, wherein the apparatus operates substantially as a stand-alone unit without being connected to a computer server.

171. (Withdrawn) The apparatus of claim 130, further comprising a mirror.

172. (Withdrawn) The apparatus of claim 130, further comprising at least one swatch sampler.

173. (Withdrawn) The apparatus of claim 172, wherein the at least one swatch sampler includes a sampler of colored swatches comprising shade colors of black, brown, dark chestnut, chestnut, pale chestnut, dark blonde, blonde, light blonde, very light blonde, and lightest blonde.

174. (Withdrawn) The apparatus of claim 172, further comprising at least one swatch sampler for estimating the quantity of senescent hair.

175. (Withdrawn) The apparatus of claim 174, wherein the at least one swatch sampler further includes two sets of samplers enabling the quantity of senescent hair to be evaluated, one corresponding to a subject having fair hair and one corresponding to a subject having dark hair.

176. (Withdrawn) The apparatus of claim 174, wherein the at least one swatch sampler for estimating the quantity of senescent hair is comprised of at least five swatches, corresponding to 0%, less than 30%, 30% to 50%, 50% to 80%, and greater than 80%.

177. (Withdrawn) The apparatus of claim 130, wherein the apparatus is adjacent to at least one set of shelves suitable for hair tinting products.

178. (Withdrawn) The apparatus of claim 130, further comprising a lighting means for lighting a subject's hair.

179. (Original) An apparatus for providing hair tinting information, comprising  
a data processor; and

a memory functionally coupled to the data processor, wherein the memory stores information relating to a set hair tinting products and instructions to be executed by the data processor, for performing the method of claim 1.

180. (Original) The apparatus of claim 179, further comprising a display functionally coupled to the data processor.

181. (Original) The apparatus of claim 179, further comprising an input device functionally coupled to the data processor.

182. (Original) The apparatus of claim 181, wherein the input device is at least one of a keyboard, a mouse, and a measuring device.

183. (Original) The apparatus of claim 182, wherein the measuring device is a portable instrument for measuring a subject's hair color.

184. (Original) The apparatus of claim 180, wherein the display is a touch screen display configured to receive input commands.

185. (Original) The apparatus of claim 179, further comprising a network interface functionally coupled to the data processor and a network.

186. (Original) The apparatus of claim 180, further comprising a support structure which supports the data processor and the display.

187. (Original) The apparatus of claim 180, further comprising:  
an image acquisition device for capturing an image of the subject for displaying on the display.

188. (Original) The apparatus of claim 187, wherein said image acquisition device comprises a camera.

189. (Currently Amended) The apparatus of claim 179, wherein the apparatus operates at least ~~substantially entirely~~ in part at a point of sale for the hair tinting products.

190. (Currently Amended) The apparatus of claim 179, wherein the apparatus operates substantially at least in part as a stand-alone unit without being connected to a computer server.

191. (Original) The apparatus of claim 179, further comprising a mirror.

192. (Original) The apparatus of claim 179, further comprising at least one swatch sampler.

193. (Original) The apparatus of claim 192, wherein the at least one swatch sampler includes a sampler of colored swatches comprising shade colors of black, brown, dark chestnut, chestnut, pale chestnut, dark blonde, blonde, light blonde, very light blonde, and lightest blonde.

194. (Original) The apparatus of claim 192, further comprising at least one swatch sampler for estimating the quantity of senescent hair.

195. (Original) The apparatus of claim 194, wherein the at least one swatch sampler further includes two sets of samplers enabling the quantity of senescent hair to be evaluated, one corresponding to a subject having fair hair and one corresponding to a subject having dark hair.

196. (Original) The apparatus of claim 194, wherein the at least one swatch sampler for estimating the quantity of senescent hair is comprised of at least five swatches, corresponding to 0%, less than 30%, 30% to 50%, 50% to 80%, and greater than 80%.



197. (Original) The apparatus of claim 179, wherein the apparatus is adjacent to at least one set of shelves suitable for hair tinting products.

198. (Original) The apparatus of claim 179, further comprising a lighting means for lighting a subject's hair.

199. (Withdrawn) An apparatus for providing hair tinting information, comprising

a data processor; and

a memory functionally coupled to the data processor, wherein the memory stores information relating to a set hair tinting products and instructions to be executed by the data processor, for performing the method of claim 28.

200. (Withdrawn) The apparatus of claim 199, further comprising a display functionally coupled to the data processor.

201. (Withdrawn) The apparatus of claim 199, further comprising an input device functionally coupled to the data processor.

202. (Withdrawn) The apparatus of claim 201, wherein the input device is at least one of a keyboard, a mouse, and a measuring device.

203. (Withdrawn) The apparatus of claim 202, wherein the measuring device is a portable instrument for measuring a subject's hair color.

204. (Withdrawn) The apparatus of claim 200, wherein the display is a touch screen display configured to receive input commands.

205. (Withdrawn) The apparatus of claim 199, further comprising a network interface functionally coupled to the data processor and a network.

206. (Withdrawn) The apparatus of claim 200, further comprising a support structure which supports the data processor and the display.

207. (Withdrawn) The apparatus of claim 200, further comprising:  
an image acquisition device for capturing an image of the subject for displaying on the display.

208 (Withdrawn) The apparatus of claim 207, wherein said image acquisition device comprises a camera.

209. (Withdrawn) The apparatus of claim 199, wherein the apparatus operates at least substantially entirely at a point of sale for the hair tinting products.

210. (Withdrawn) The apparatus of claim 199, wherein the apparatus operates substantially as a stand-alone unit without being connected to a computer server.

211. (Withdrawn) The apparatus of claim 199, further comprising a mirror.

212. (Withdrawn) The apparatus of claim 199, further comprising at least one swatch sampler.

213. (Withdrawn) The apparatus of claim 212, wherein the at least one swatch sampler includes a sampler of colored swatches comprising shade colors of black, brown, dark chestnut, chestnut, pale chestnut, dark blonde, blonde, light blonde, very light blonde, and lightest blonde.

214. (Withdrawn) The apparatus of claim 212, further comprising at least one swatch sampler for estimating the quantity of senescent hair.

215. (Withdrawn) The apparatus of claim 214, wherein the at least one swatch sampler further includes two sets of samplers enabling the quantity of senescent hair to be evaluated, one corresponding to a subject having fair hair and one corresponding to a subject having dark hair.

216. (Withdrawn) The apparatus of claim 214, wherein the at least one swatch sampler for estimating the quantity of senescent hair is comprised of at least five swatches, corresponding to 0%, less than 30%, 30% to 50%, 50% to 80%, and greater than 80%.

217. (Withdrawn) The apparatus of claim 199, wherein the apparatus is adjacent to at least one set of shelves suitable for hair tinting products.

218. (Withdrawn) The apparatus of claim 199, further comprising a lighting means for lighting a subject's hair.

219. (Withdrawn) An apparatus for providing hair tinting information, comprising

a data processor; and

a memory functionally coupled to the data processor, wherein the memory stores information relating to a set hair tinting products and instructions to be executed by the data processor, for performing the method of claim 54.

220. (Withdrawn) The apparatus of claim 219, further comprising a display functionally coupled to the data processor.

221. (Withdrawn) The apparatus of claim 219, further comprising an input device functionally coupled to the data processor.

222. (Withdrawn) The apparatus of claim 221, wherein the input device is at least one of a keyboard, a mouse, and a measuring device.

223. (Withdrawn) The apparatus of claim 222, wherein the measuring device is a portable instrument for measuring a subject's hair color.

224. (Withdrawn) The apparatus of claim 220, wherein the display is a touch screen display configured to receive input commands.

225. (Withdrawn) The apparatus of claim 219, further comprising a network interface functionally coupled to the data processor and a network.

226. (Withdrawn) The apparatus of claim 220, further comprising a support structure which supports the data processor and the display.

227. (Withdrawn) The apparatus of claim 220, further comprising:  
an image acquisition device for capturing an image of the subject for displaying on the display.

228. (Withdrawn) The apparatus of claim 227, wherein said image acquisition device comprises a camera.

229. (Withdrawn) The apparatus of claim 219, wherein the apparatus operates at least substantially entirely at a point of sale for the hair tinting products.

230. (Withdrawn) The apparatus of claim 219, wherein the apparatus operates substantially as a stand-alone unit without being connected to a computer server.

231. (Withdrawn) The apparatus of claim 219, further comprising a mirror.

232. (Withdrawn) The apparatus of claim 219, further comprising at least one swatch sampler.

233. (Withdrawn) The apparatus of claim 232, wherein the at least one swatch sampler includes a sampler of colored swatches comprising shade colors of black, brown, dark chestnut, chestnut, pale chestnut, dark blonde, blonde, light blonde, very light blonde, and lightest blonde.

234. (Withdrawn) The apparatus of claim 232, further comprising at least one swatch sampler for estimating the quantity of senescent hair.

235. (Withdrawn) The apparatus of claim 234, wherein the at least one swatch sampler further includes two sets of samplers enabling the quantity of senescent hair to be evaluated, one corresponding to a subject having fair hair and one corresponding to a subject having dark hair.

236. (Withdrawn) The apparatus of claim 234, wherein the at least one swatch sampler for estimating the quantity of senescent hair is comprised of at least five swatches, corresponding to 0%, less than 30%, 30% to 50%, 50% to 80%, and greater than 80%.

237. (Withdrawn) The apparatus of claim 219, wherein the apparatus is adjacent to at least one set of shelves suitable for hair tinting products.

238. (Withdrawn) The apparatus of claim 219, further comprising a lighting means for lighting a subject's hair.

239. (Original) An apparatus for providing hair tinting information, comprising  
a data processor; and

a memory functionally coupled to the data processor, wherein the memory stores information relating to a set hair tinting products and instructions to be executed by the data processor, for performing the method of claim 74.

240. (Original) The apparatus of claim 239, further comprising a display functionally coupled to the data processor.

241. (Original) The apparatus of claim 239, further comprising an input device functionally coupled to the data processor.

242. (Original) The apparatus of claim 241, wherein the input device is at least one of a keyboard, a mouse, and a measuring device.

243. (Original) The apparatus of claim 242, wherein the measuring device is a portable instrument for measuring a subject's hair color.

244. (Original) The apparatus of claim 240, wherein the display is a touch screen display configured to receive input commands.

245. (Original) The apparatus of claim 239, further comprising a network interface functionally coupled to the data processor and a network.

246. (Original) The apparatus of claim 240, further comprising a support structure which supports the data processor and the display.

247. (Original) The apparatus of claim 240, further comprising:  
an image acquisition device for capturing an image of the subject for displaying on the display.

248. (Original) The apparatus of claim 247, wherein said image acquisition device comprises a camera.

249. (Currently Amended) The apparatus of claim 239, wherein the apparatus operates at least ~~substantially entirely~~ in part at a point of sale for the hair tinting products.

250. (Currently Amended) The apparatus of claim 239, wherein the apparatus operates ~~substantially~~ at least in part as a stand-alone unit without being connected to a computer server.

251. (Original) The apparatus of claim 239, further comprising a mirror.

252. (Original) The apparatus of claim 239, further comprising at least one swatch sampler.

253. (Original) The apparatus of claim 252, wherein the at least one swatch sampler includes a sampler of colored swatches comprising shade colors of black, brown, dark chestnut, chestnut, pale chestnut, dark blonde, blonde, light blonde, very light blonde, and lightest blonde.

254. (Original) The apparatus of claim 252, further comprising at least one swatch sampler for estimating the quantity of senescent hair.

255. (Original) The apparatus of claim 254, wherein the at least one swatch sampler further includes two sets of samplers enabling the quantity of senescent hair to be evaluated, one corresponding to a subject having fair hair and one corresponding to a subject having dark hair.

256. (Original) The apparatus of claim 254, wherein the at least one swatch sampler for estimating the quantity of senescent hair is comprised of at least five swatches, corresponding to 0%, less than 30%, 30% to 50%, 50% to 80%, and greater than 80%.

257. (Original) The apparatus of claim 239, wherein the apparatus is adjacent to at least one set of shelves suitable for hair tinting products.

258. (Original) The apparatus of claim 239, further comprising a lighting means for lighting a subject's hair.